

67. Sales Tax
~~Cartier Tax~~

PRICING STRUCTURE FOR CARTIER
(Los Angeles Market)

1.83

NOT
FINAL

	B&H 100's Deluxe <u>Ultra Lights</u>	Dunhill*	Davidoff*	<u>Cartier 20's</u> 3.00	<u>Cartier 10's</u> 1.80
<u>Retail Price Per Pack</u>	\$ 1.60	\$ 2.35	\$ 3.71	\$ 2.75	\$ 1.60
<u>Trade Mark-ups</u>				40% more THAN DUNHILL	
Wholesale	5.0%	(15.7%)	23.4%	14.0%	14.0%
Retail	24.5%	40.3%	49.9%	50.0%	50.0%
<u>Per 1000 Cigarettes</u>					
Manufacturers List Price	\$ 45.15	\$ 56.70	\$ 85.60	\$ 65.00	\$ 78.60
Discount (3.25%)	1.47	1.84	2.78	2.11	2.56
Net Price	43.68	54.86	82.82	62.89	76.04
State Excise Tax	17.50	17.50	17.50	17.50	17.50
Cost to Wholesaler	61.18	72.36	100.32	80.39	93.54
Wholesale Mark-up	3.06	11.39	23.43	11.26	13.10
Cost to Retailer	\$ 64.24	\$ 83.75	\$ 123.75	\$ 91.65	\$ 106.64
Retail Mark-up	15.76	33.75	61.75	45.83	53.32
Retail Price	\$ 80.00	\$ 117.50	\$ 185.50	\$ 137.48	\$ 159.96

X 1.065 Sales Tax

* Based on Los Angeles market check.

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